

# Frequently Asked Questions

## 1

### What key factors are essential for running a successful media company?

Media is a people's industry. It is created by the people and for the people. Thus, Next Media believes that human resources are the utmost important asset to run a successful media company. Through its commitment to seek after truth and to be innovative, the Group fulfills and exceeds customer satisfaction and demand. Next Media can grow and succeed because its people know what readers want and give what they want.

## 2

### How is the performance of the injected business of Database Gateway Limited and its subsidiaries as compared to that of last year?

The turnover and profit from continuing operations before amortisation of DGL and its subsidiaries for the year ended 31 March 2002 were approximately HK\$2.11 billion and approximately HK\$314.80 million respectively, representing an increase of 9.3% and 9.9%. The Group is extremely pleased with its successful Acquisition, as the performance of the injected business of DGL has consistently delivered enviable performance despite such intense economic environment.

## 3

### Did the expansion to the Taiwan market create any financial burden for the Group?

Next Media has sufficient resources to afford an expansion into the Taiwanese market. Not only does the Group have sufficient bank balance and cash, but also it can generate adequate cash internally to commit to the expansion full-fledgedly. Next Media is also confident that the Taiwanese market, being such an enormous and democratic market, will bring forth a generous return in the not very distant future.

# 4

## Is Next Media confident of sustaining profit growth for the years to come?

Next Media is indeed confident because it has strong faith in its people and its business. With the global economy witnessing its recovery, Hong Kong can only benefit from the improving operating environment and reviving consumer confidence. The Group believes advertising revenue will grow accordingly. Both Hong Kong and the media industry are poised to be winners when the economic environment turns around. Next Media, as a top-tier player with several leading magazines and newspaper, is confident of being one of the biggest beneficiaries and capable of sustaining growth for the future to come.

# 5

## How does Next Media feel about the PRC market?

The Group will focus its attention and resources on our recent development in Taiwan. This is also in line with our corporate belief to concentrate on one development and turn them successful before we will consider other investment opportunities. Next Media is focused on capturing the second and the third largest Chinese print media market - Taiwan and Hong Kong - so as to prepare itself and to acquire the appropriate experience. When the PRC market is ready and receptive of foreign media companies, Next Media will be able to leverage on its successful record as a competitive advantage.